



FOR A GREATER KANSAS CITY



IN PARTNERSHIP WITH BLUE CROSS AND BLUE SHIELD OF KANSAS CITY



- » Healthy Eating
- » Active Living
- » Behavioral Health
- » Workplace Wellness
- » Tobacco Use Cessation and Prevention





The sale and purchase of tobacco products,  
including alternative nicotine delivery devices,  
and paraphernalia limited to those 21 and over



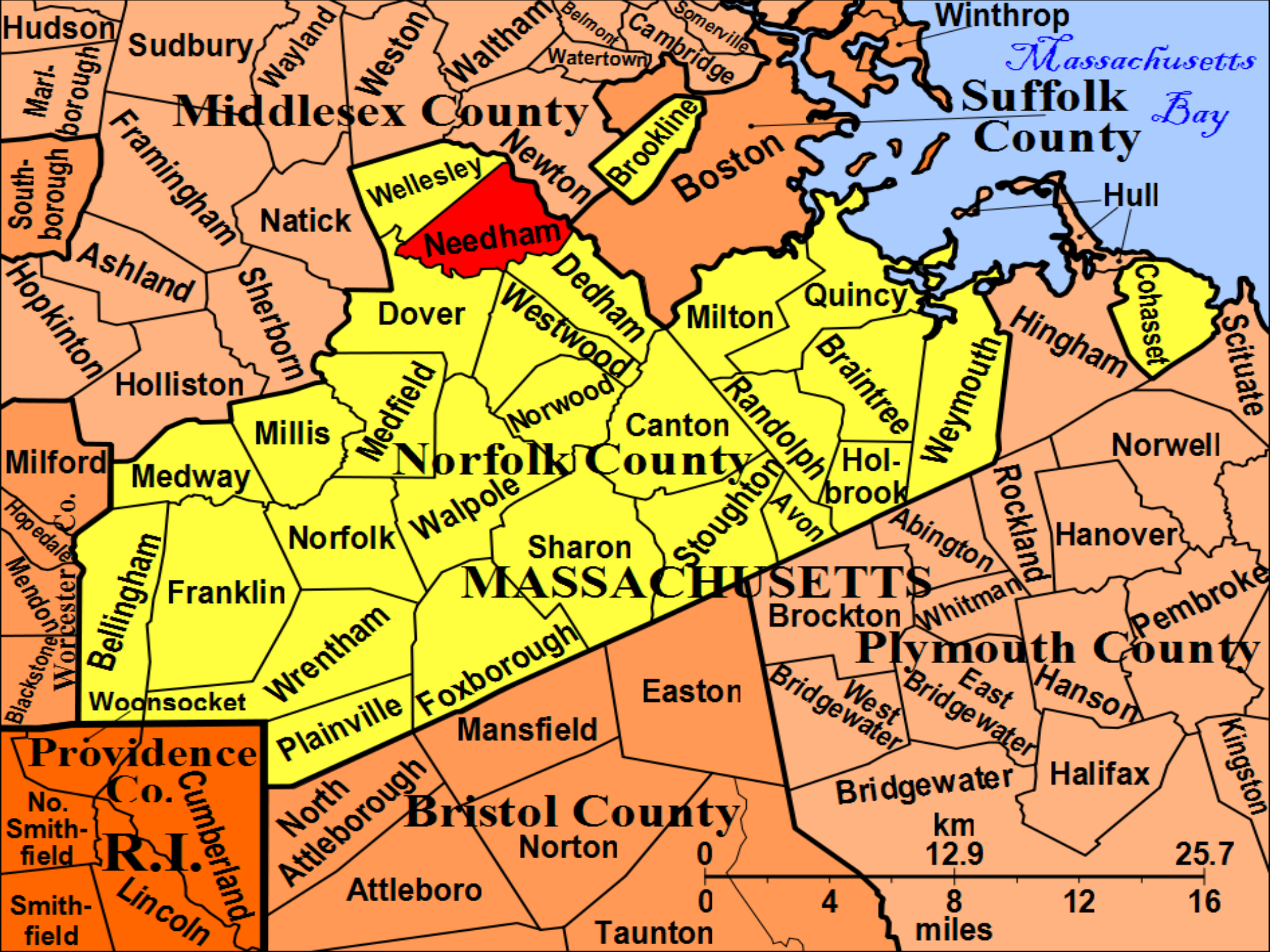
- » Youth and teen smoking is 10.2% in KS  
(U.S. average 9.2%--range 5.9 to 17.8%)
- » Kansas earned an F for tobacco prevention efforts (American Lung Association State of Tobacco Control 2015)

# E-cigarette use





- » E-cigarette use among youth has more than doubled in recent years and is resulting in a **high rate of conversion** to tobacco products
- » *Pediatrics* – August 2016 – Only 6% of teens attribute e-cigarette use to an attempt to quit smoking traditional tobacco.



**Middlesex County**

*Massachusetts Bay*  
**Suffolk County**

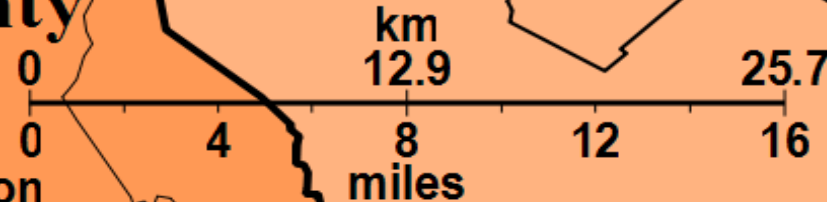
**Norfolk County**

**MASSACHUSETTS**

**Plymouth County**

**Bristol County**

**Providence Co. R.I. Cumberland Lincoln**





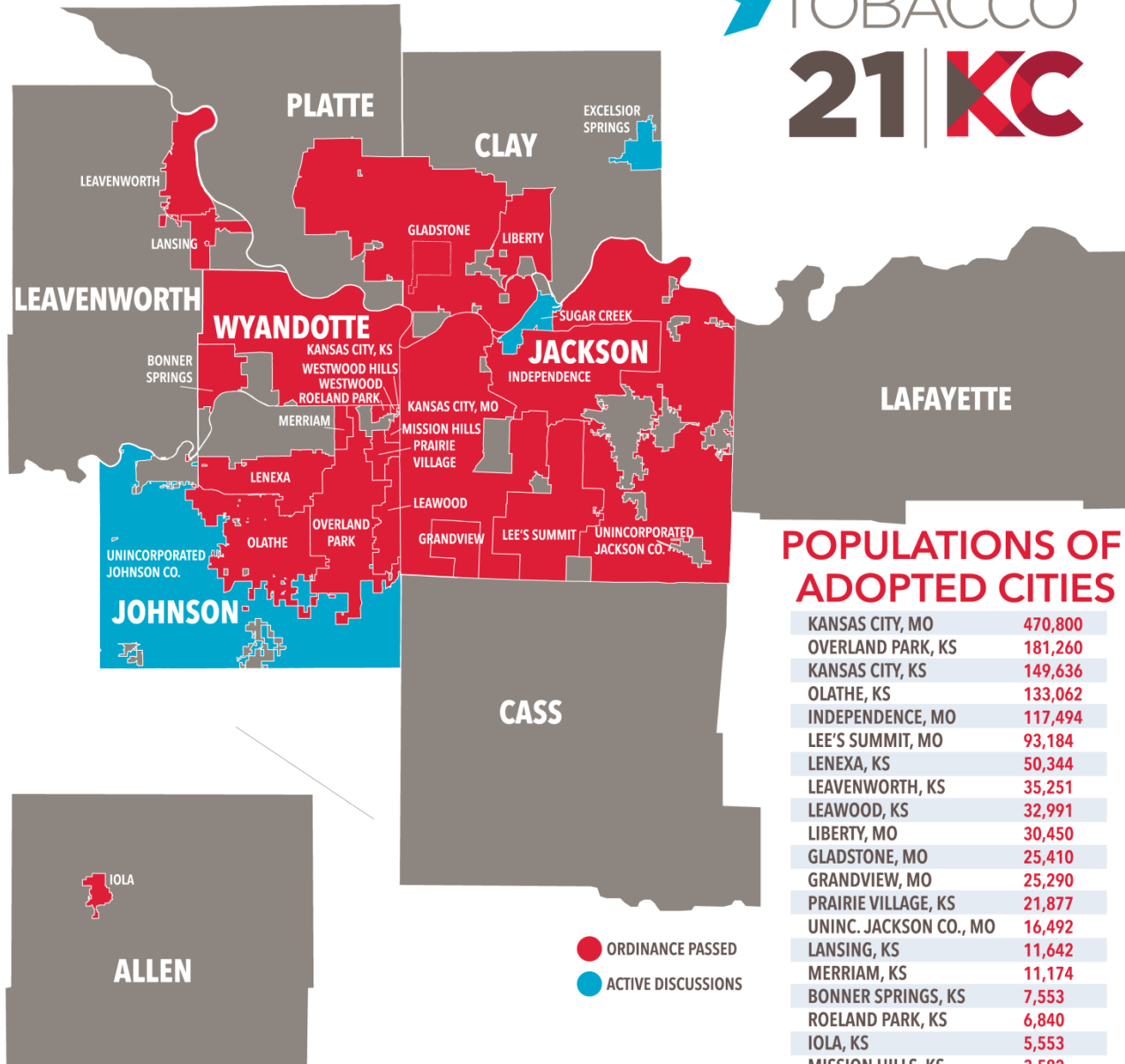


- » Needham, MA:  
2006-2010: Teen smoking reduced from 13% to 7%  
(a 46% decrease)
- » 2006-2010: 16 surrounding communities - Teen  
smoking reduced 15% to 12% (a 20% decrease)



- » The smoking rate for adults in Needham is **8%**. This rate is **56% lower** than the state wide average
- » The rate of smoking during pregnancy in Needham is **90% lower** than for the state wide average
- » Lung cancer is **24% lower among males** and **33% lower among females** in Needham compared to the state wide average

# TOBACCO 21 CITIES



## POPULATIONS OF ADOPTED CITIES

KANSAS CITY, MO	470,800
OVERLAND PARK, KS	181,260
KANSAS CITY, KS	149,636
OLATHE, KS	133,062
INDEPENDENCE, MO	117,494
LEE'S SUMMIT, MO	93,184
LENEXA, KS	50,344
LEAVENWORTH, KS	35,251
LEAWOOD, KS	32,991
LIBERTY, MO	30,450
GLADSTONE, MO	25,410
GRANDVIEW, MO	25,290
PRAIRIE VILLAGE, KS	21,877
UNINC. JACKSON CO., MO	16,492
LANSING, KS	11,642
MERRIAM, KS	11,174
BONNER SPRINGS, KS	7,553
ROELAND PARK, KS	6,840
IOLA, KS	5,553
MISSION HILLS, KS	3,582
WESTWOOD, KS	1,528
WESTWOOD HILLS, KS	359
<b>TOTAL</b>	<b>1,431,772</b>



- » 212 Communities in 14 states (and D.C.) have enacted Tobacco 21 policies.
- » More than 62,000,000 people live in Tobacco 21 communities.



## Key Lessons

- » **Assess Your Community's Readiness**
  - » Who are your proponents/opponents?
  - » What policies currently exist?
    - » Clean air?
    - » Smoke-free parks?
    - » Tobacco Licenses?
  - » **"It is better to wait than to lose."**



# Key Lessons

## » Build a Team

» Diverse networks, skills, and schedules:

- » Health experts
- » Business leaders
- » Residents
- » Educators
- » Young people

» “The right team is unique to each community.”





## Key Lessons

### » Talk to Other Local Health Experts

#### » Experts could include:

- » Boards of health
- » Community health coalitions
- » Smoke-free campaign veterans
- » Local foundations

#### » “Think broadly about your community’s health experts.”





# Key Lessons

## » Include the Business Community

### » Key Partners Include:

- » Chambers of Commerce
- » Hospital Systems
- » Community-Minded Business Leaders

» **“Start with one key business leader who can champion this idea within the business community.”**







## Key Lessons

- » “The Importance of the Health Care Sector to the Kansas Economy” – KHA, January ‘17
  - » 226,175 health services sector employment
    - » 374,173 “ripple” employment
  - » \$19B in income
  - » 18% of GDP is spent on health care



# Key Lessons

## » Include the Business Community

### » Key Partners Include:

- » Chambers of Commerce
- » Hospital Systems
- » Community-Minded Business Leaders

» **“Start with one key business leader who can champion this idea within the business community.”**





# Key Lessons

## » Definitions Matter

- » “tobacco products”
- » “electronic cigarettes”
- » “vapor product”
- » Tobacco Control Legal Consortium
- » **“Getting definitions right can prevent the need for frequent updates.”**



## Key Lessons

- » **Think About Enforcement in Advance**
  - » How is enforcement happening now?
  - » Who is the enforcement agency?
  - » How is enforcement funded?
  - » **“Work with tobacco retailers in advance to aid effective enforcement.”**



## Key Lessons

- » **The Voices of Young People Matter**
  - » High School Students
  - » Middle School Students
  - » College Students
  - » **“Seek out young people to join your effort. Their message resonates more strongly with policy-makers.”**



# Key Lessons

## » Learn from Other Communities

» [www.tobacco21.org](http://www.tobacco21.org)

» The Preventing Tobacco Addiction Foundation

» **SCOTT HALL**

*Senior Vice President, Civic and Community Initiatives*

*Greater Kansas City Chamber of Commerce*

*(816) 374-5437*

[hall@kcchamber.com](mailto:hall@kcchamber.com)





## Key Lessons

**Share the Credit!**





THE UNIVERSITY  
OF KANSAS HOSPITAL



Kansas City

THE UNIVERSITY OF KANSAS  
CANCER CENTER



OVERALL PRESENTING SPONSOR



Kansas City

FOUNDATION SUPPORTERS



CORPORATE CHAMPION SPONSORS



ADVOCATE SPONSORS



MEDIA SPONSORS



SUPPORTER SPONSORS

Burns & McDonnell

CBIZ

CommunityAmerica  
Credit Union

Garmin

HCA Midwest Health

JE Dunn Construction

The University of Kansas

Waddell & Reed